IN THE CLAIMS:

Please cancel claims 4 and 17, and amend the claims as follows:

1.   (Currently Amended) A method ~~for storing Internet advertisements at a user computer~~, comprising ~~the acts of~~:

~~receiving Internet advertisements at the user computer automatically without the user requesting them~~

receiving, at a computer of a user: (i) a first web page comprising a first banner advertisement associated with a link identifying a first target website and (ii) a second webpage comprising a second banner advertisement associated with a link identifying a second target website, without the user requesting the banner advertisements;

executing software code to automatically identify and save the banner advertisements and associated links ~~at the user computer~~;

providing an advertising history window for user-controlled scrolling through the banner advertisements saved from the web pages;

receiving, via the advertising history window, user input selecting one of the banner advertisements saved from the web pages; and

~~filtering previously displayed ones of the saved advertisements, so that only advertisements corresponding to one or more user selected attributes are eligible for display in an advertising history window displaying Internet content composed of the advertisements;~~

~~recalling a user-selected saved advertisement from the saved advertisements, the recalled user-selected saved advertisement having at least one link to a website; and~~

accessing, via the link associated with the selected banner advertisement, the target website identified by the link associated with the selected banner advertisement ~~from the recalled user-selected saved advertisement when the link is toggled~~.

2.   (Currently Amended) The method of Claim 1, wherein the selected banner advertisement includes a tag that is a Hypertext Markup Language (HTML) tag.

3.   (Currently Amended) The method of Claim 1, ~~further comprising the act of~~ wherein providing an advertising history window for scrolling through the banner advertisements saved from the web pages, based on user input comprises:

        ~~displaying~~ outputting a button for display; and

        in response to the button being toggled, outputting ~~displaying~~ the one of the saved advertisements for display.

4.   (Canceled)

5.   (Canceled).

6.   (Currently Amended) The method of Claim 1, ~~further comprising the acts of~~ wherein providing an advertising history window for scrolling through the banner advertisements saved from the web pages, based on user input comprises:

        ~~displaying~~ outputting a previous button for display in the advertising history window;

        ~~displaying~~ outputting a next button for display in the advertising history window; and

        accessing saved advertisements when the previous button and next button are toggled.

7-12.   (Canceled).

13.   (Currently Amended) A system ~~for saving at least one Internet advertisement at a user computer~~, comprising:

        at least one user computer, wherein the at least one user computer is connected to a ~~Web~~ web server via ~~an Internet~~ a network connection, wherein the user computer receives: ~~Internet advertisements from the Web server~~ (i) a first web page comprising a first banner advertisement associated with a link identifying a first target website and (ii) a second web page comprising a second banner advertisement associated with a link

identifying a second target website, while the user is engaged in activity other than requesting the banner advertisements, wherein the user computer receives at least one of the banner advertisements from the web server, the user computer including a program which, when executed, performs an operation comprising ~~for saving Internet advertisements, wherein the operation comprises~~:

~~displaying~~ outputting ~~a plurality of~~ the saved banner advertisements ~~simultaneously~~ for display in an ~~advertisement~~ advertising history window such that a user may scroll through and select one or more of the saved banner advertisements from the advertising history window;

selecting, based on user input, one or more of the saved banner advertisements for display thereof~~, the selected saved advertisement having at least one link to a website~~;

accessing, via the link associated with the selected banner advertisement, the target website identified by the link associated with the selected banner advertisement ~~from the selected saved advertisement when the link is toggled~~;

outputting ~~displaying~~ a previous button for display;

outputting ~~displaying~~ a next button for display; and

accessing the saved banner advertisements when the previous button and next button are toggled.

14.   (Currently Amended) A non-transitory computer readable medium containing a program which, when executed, performs an operation ~~for storing at least one Internet advertisement, wherein the operation comprises~~ comprising:

receiving ~~plural Internet advertisements~~ , at a user computer: (i) a first web page comprising a first banner advertisement associated with a link identifying a first target website and (ii) a second web page comprising a second banner advertisement associated with a link identifying a second target website, the banner advertisements being sent to the user computer automatically in response to a user request for information other than the banner advertisements;

~~saving~~ identifying the received banner advertisements in the web pages ~~at the user computer~~;

saving the identified banner advertisements;

~~recalling at least one user-selected advertisement from the saved advertisements, for display in an advertisement history window displaying Internet content composed only of advertisements; and~~

providing an advertising history window for user-controlled scrolling through the banner advertisements saved from the plurality of web pages;

receiving, via the advertising history window, user input selecting one of the banner advertisements saved from the web pages; and

accessing, via the link associated with the selected banner advertisement, [[a]] the target website identified by the link associated with the selected banner advertisement ~~from at least one of the saved advertisements when the respective advertisement is toggled~~.

15.   (Currently Amended) The non-transitory computer readable medium of Claim 14, wherein [[an]] the selected banner advertisement includes a Hypertext Markup Language (HTML) tag and wherein the received banner advertisements are identified and saved automatically.

16.   (Currently Amended) The non-transitory computer readable medium of Claim 14, wherein the operation further comprises:

~~displaying~~ outputting a button for display; and

~~displaying~~ outputting at least one of the saved advertisements for display, in response to the button being toggled.

17.   (Canceled)

18.   (Currently Amended) The non-transitory computer readable medium of Claim 14, wherein at least one of the saved banner advertisements ~~includes at least one link to a website and~~ is associated with a tag; and wherein saving the at least one banner advertisement at the user computer at least is done at least partially based on the tag.

19.   (Currently Amended) The non-transitory computer readable medium of Claim 14, wherein ~~the operation further~~ <u>providing an advertising history window for scrolling through the banner advertisements saved from the web pages, based on user input</u> comprises:

~~displaying~~ <u>outputting</u> a previous button <u>for display</u>;

~~displaying~~ <u>outputting</u> a next button <u>for display</u>; and

accessing the saved <u>banner</u> advertisements when the previous button and next button are toggled.

20-22. (Canceled).